

REMARKS

Claim 1 has been canceled. Claims 2-21 are new. Claims 2-21 are pending.

The Examiner has rejected claim 1 under 35 USC 103(a) as being unpatentable over Desmond and Hanson. Claim 1 has been canceled.

Desmond and Hanson neither singularly nor in combination teaches, “receiving one or more bid amounts for a keyword from one or more entities that have received the bid amounts from one or more advertisers, wherein each bid amount is associated with a listing; returning one or more listings responsive to a query associated with the keyword, wherein the listings are organized in an order associated with the respective bid amounts of the responsive listings; receiving an indication that a selected listing included in the responsive listings has been selected; and crediting to the entity that received a corresponding bid amount of the selected listing from an advertiser, a portion less than the full amount of the corresponding selected listing bid amount” as recited in new claim 2. As such claim 2 is believed to be allowable.

Claims 3-16 depend from claim 2 and are believed to be allowable for the same reasons as described above.

Claim 17 recite a system for carrying out the method of claim 2. Therefore, it is believed that claim 17 is also allowable.

Claims 18-19 depend from claim 17 and are believed to be allowable for the same reasons as described above.

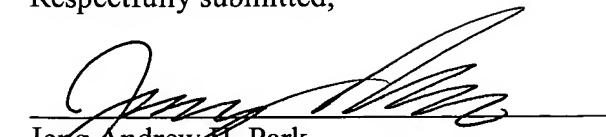
Claim 20 recites a program code for carrying out the method of claim 2. Therefore, it is believed that claim 20 is also allowable.

Claims 21 depends from claim 20 and is believed to be allowable for the same reasons as described above.

Reconsideration of the application and allowance of all claims are respectfully requested based on the preceding remarks. If at any time the Examiner believes that an interview would be helpful, please contact the undersigned.

Respectfully submitted,

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